

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**



M.B.A. (Second Semester) Regular/Supplementary Examinations, May – 2025
23MBAPC12004 – Marketing Management
(MBA)

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. List the activities of Marketing Myopia.	CO1	K1
b. What is market segmentation?	CO2	K1
c. Define packaging.	CO3	K1
d. Demonstrate the role of market intermediaries.	CO4	K2
e. What is green marketing?	CO6	K1

PART – B**(10 x 5 = 50 Marks)**Answer **all the** questions

	Marks	CO #	Blooms Level
2. a. Explain various marketing philosophies as they have evolved.	5	CO1	K2
b. Explain the difference between the new and old concept of marketing.	5	CO1	K2
OR			
c. What do you mean by external environment? Discuss its impact on firm's marketing decision.	10	CO1	K2
3. a. Explain the demographic, geographic, behavioural and psychological segmentation of a consumer durable product.	6	CO2	K2
b. Write short notes on the following:	4	CO1	K1
a) Participants in buying behaviour.			
b) Dissonance reducing behaviour.			
OR			
c. Explain the concept of Buying motives in marketing environment.	5	CO2	K2
d. Write short notes on the following: (a) Cultural factors of consumer buying behaviour (b) Motivation (psychological factor)	5	CO2	K1
4. a. What factors affect price sensitivity and influence the pricing strategy of a firm.	5	CO3	K1
b. What is a brand? What are the different types of branding?	5	CO3	K1
OR			
c. "Product strategy calls for making co-ordinated decisions on product mixes, product lines, brands and packaging". Discuss.	6	CO3	K2
d. Discuss the stages of new product development.	4	CO3	K2
5. a. What is a channel conflict? How can channel conflict be managed effectively?	6	CO4	K5
b. Explain the various strategies for industrial marketing and consumer marketing.	4	CO4	K2
OR			
c. Explain the concept of distribution channel? A multinational is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics?	5	CO4	K5
d. Distinguish between retailing, whole selling and franchising.	5	CO4	K4
6. a. Bring out the difference between push and pull strategies of promotion.	5	CO5	K4

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| b. Differentiate between Advertising and sales Promotion. | 5 | CO5 | K4 |
| OR | | | |
| c. Examine the various contemporary marketing practices i.e. viral marketing, relationship marketing, digital marketing, network marketing and m-commerce. | 10 | CO6 | K1 |
| End of Paper | | | |